

**WILLIAMSBURG CITY COUNCIL
WORK SESSION
MARCH 7, 2005**

The Williamsburg City Council held a work session on March 7, 2005, at 2:00 p.m., in the large conference room, third floor of the Municipal Building.

ATTENDANCE

Present were Ms. Zeidler, Messrs. Haulman, Scruggs, Chohany, and Freiling. Also present were City Manager Tuttle, City Attorney Phillips, and City Clerk Crist.

Staff Attending: Department Heads Hudson, Nester, Walentisch, Yost, and Assistant City Manager Miller.

CALL TO ORDER

Mayor Zeidler called the meeting to order. Mayor Zeidler announced that the meeting was moved from the Stryker Building to the Municipal Building because a liquid material was found in the Council Chambers and is being investigated.

OPEN FORUM

Mayor Zeidler opened the comment session.

Mr. Larry McCardle, 910 S. Henry Street, addressed Council about the use of vinyl siding in the Corridor Protection District (CPD) along Rt. 199 and Jamestown Road. Based on the Design Review Guidelines, the Architectural Review Board recently denied the use of PVC or vinyl siding for the McCardle Office Building, Peppertree Condominiums, and Jamestown Commons Condominiums. The applicants will appeal to City Council. He felt that the regulations imposed are out of date. He requested that Council review the guidelines for the Architectural Preservation District and Corridor Protection District and defer the decisions on the appeals until after a review of the guidelines is completed.

Mr. Tuttle said that the appeals will be scheduled for the April Council agenda.

No one else wished to speak. The session was closed.

BACKGROUND PRESENTATIONS/DISCUSSIONS

Presentation by representatives of Riverside Healthcare Association, Inc. on the rezoning requests scheduled for public hearings at the April 14 City Council meeting (PCR #05-002, 003, 004, 007 and 008).

Reference for this item was Mr. Nester's report dated February 22, 2005, which included the proposed ordinances, conceptual maps, and proffers.

Mr. Alvin Anderson, Attorney for Kaufman and Canoles, represented the Riverside Healthcare Association. He thanked Council for the opportunity to preview "Quarterpath at Williamsburg" and the process behind the plan. He encouraged Council members to feel free to call him should they have questions at a later time. Accompanying Mr. Anderson were Patrick Phillips, President of Economics Research Associates, Steve Wilson, Senior Associate with Sasaki Associates, Inc., and members of the development team.

Mr. Anderson, presented background information regarding the Riverside Healthcare Association, its healthcare facilities, the contracts and agreements that have been executed, and the Certificate of Public Need (COPN) process.

Mr. Wilson discussed the background of Sasaki Associates and their various development projects. The Quarterpath project carries the theme and concept of “bridging.” He reviewed project goals and the site development, including the conceptual plan, land use, access to the property (roads), and development opportunities and issues along Route 60. The Economic Development District will provide for a mixed use development with a strong residential component and medical facility use. Business and residential uses may be combined.

“Redoubt Park” will be a public park relating to the Civil War, dedicated to the city. The topography of the land will play an important part in developing the park and will include sections of Quarterpath Road. Housing typology will be multifamily, attached single family, and detached single family. Mr. Wilson reviewed scale comparisons of the proposed plan with area developments such as Williamsburg Community Hospital, Sentara Medical Center in Lightfoot, Patriot’s Colony, Pollard Park, New Town, etc.

Mr. Patrick Phillips said that this will be a regionally prominent site and discussed the market based development strategy, development program, and market analysis.

Mr. Anderson said that the proffers include no tax exemptions (business activities will be subject to applicable local taxes), dedication of 21 acres for Redoubt Park, creation of a Community Development Authority, construction of roadways, dedication of a 50-foot right-of-way for a section of Quarterpath Road, and infrastructure improvements (roads, water tank, traffic signal). In summary, Mr. Anderson said that Riverside wants to be a good neighbor. They are sensitive to the concerns of specific groups and have met with the Fishing Club concerning Tutter’s Neck Pond and have worked with the Virginia War Museum to increase the size of Redoubt Park. Riverside wants Williamsburg to be proud of this project. (See Attached Presentation Materials)

Mayor Zeidler thanked the group for their comprehensive presentation.

Responding to the Mayor, Mr. Anderson explained that James City County had concerns about the road system and adequacy of the traffic impact study, and that the Master Plan was not being proffered as a package.

Mr. Nester noted that this is a conceptual plan and the development components could be changed. The applicant has offered substantial proffers. He noted that most of the county’s concerns have been addressed.

Council members and the applicant discussed:

1. The Community Development Authority.
2. The Quarterpath development as a “Destination Use.”
3. Construction on slopes.
4. The Proffers for public improvements.
5. The city’s agreement with the Fort Magruder Fishing Club regarding the pond.
6. Development of Quarterpath Road.

7. The COPN process and application.
8. The proposed hospital (100 beds, with emergency room and acute care unit).
9. Changing the cycle of disinvestment along Route 60; promoting investment along the undeveloped portion of Route 60.
10. "Destination Retail"—a place that people seek out.
11. Time frames for the housing component and commercial development.
12. Quarterpath at Williamsburg will be a "walkable" community where people live, work, and play. Explore ways to connect the Quarterpath community with the rest of the community.
13. The issues, options, and costs for the development of Quarterpath Road.

Mr. Tuttle addressed the options for improvements to Quarterpath Road. The improvements from York Street to the park could cost an additional \$300,000 to \$500,000 more than offered by the developers. The tranquility of the park and the recreational aspects of the park would be enhanced by not having the road opened to traffic. He suggested that the city develop three or four alternatives for the center portion of Quarterpath Road.

City attorney Phillips noted that proffers must be offered by the party asking for the rezoning. The locality cannot require them; it is up to the client to offer an amendment.

Overall, Council members were pleased with the proposed development plans. Mayor Zeidler thanked Mr. Anderson for the presentation and for the dialog.

Information Technology Presentation, Mark Barham, Information Technology Manager

Mark Barham and Michelle Woolson provided Council members with an update on E-government technology and improvements to the city's website. Mr. Barham presented a Powerpoint review of new features available on line, such as the addition of Council meeting agendas and packet information, a new e-mail Listserve, submittal of Public Works service requests, and access to certain citizen account information. In the near future, citizens will be able to pay Personal Property and Real Estate Taxes on line.

The website has been redesigned to improve functionality and ease of use. Mr. Barham reviewed current statistics of city bills paid online as of March 1, sessions and hits per day, usage, and who is accessing the site. In the future, citizens will be able to view and pay for building and code inspections online, building inspectors will be able to complete inspection reports in the field, room and meal taxes will be able to be paid on line, and the GIS system will be integrated. (See Attached Presentation Materials)

Mr. Barham responded to Mr. Chohany that when citizens pay on-line with a credit card, they pay a convenience fee charged by the credit card company; no fees are charged by the city. Payments made with E-check carry no fee. He explained that the city does not list all e-mail addresses on its website because that would increase SPAM. Currently, 50% of the e-mail received at the city is SPAM, but it is filtered.

Council members were appreciative of the presentation and work of the IT team. This is a benefit for citizens.

Go Williamsburg Campaign

Mike Maddox, Chair of the Marketing Resource Task Force, thanked Council for their support of the \$2.00 Lodging Tax. He presented a Powerpoint report regarding the "Williamsburg Area Destination Marketing Plan." He reviewed the membership of the Marketing Committee and the Task Force, the development process, and creative strategies. Strategies included the target audience, advertising objective, strategy, and tactics. The "Go" concept capitalizes on the website name to paint a picture of the Williamsburg area as a family vacation destination. (See Attached Presentation Materials)

Mr. Maddocks introduced the videotape "Go Williamsburg." He presented the "Go Together" message that was created for magazines, brochures, and select billboards.

Council members were very excited about the campaign.

Mayor Zeidler commented on the importance of all the major players working together on marketing strategies. It was suggested that a link to "Go Williamsburg" be added to the city's website. Mr. Scruggs suggested that the video be televised on Channel 48. Mr. Hershberger said that he would check into proprietary issues.

Council members thanked Mr. Maddocks for his leadership and the work of the committee.

Preview of March 10, 2005 Council Meeting: City Council Communications

Mr. Tuttle said that he would like to add the High Street Agreement Amendments to the agenda for Council action. Council members will be provided copies mid-week.

City Council Communications

Neighborhood Council: Mayor Zeidler reported that two subcommittees were created: the City Liaison and College Subcommittees. Comments and reports received from city staff and the college has been positive.

College Property, Jamestown Road: Mr. Freiling noted that the college is determined to invest in their properties on Jamestown Road.

William and Mary President Interview Committee: Mayor Zeidler reported that Mr. Tuttle, John Bacon, Bob Hershberger, and Jim Joseph served on an interview committee for candidates for President of the college. The three finalists were very aware of and responsive to city issues, and to ongoing dialogue and collaboration.

Williamsburg Redevelopment and Housing Authority: Mr. Haulman reported that 56 lots in the Strawberry Plains subdivision are committed; 38 have closed and 16 are under construction. One-half of the street lights have been installed. Contracted work has begun on the house located at 719 Lafayette Street. The CDBG project for Braxton Court is ongoing and in process. On Pocahontas Street, the house at 413 is being renovated, the house at 414 will be demolished and a modest home built in its place, and an affordable home will be built on the lot adjacent to 414.

Quarterpath Road CDBG Grant Proposal: Mr. Haulman reported a meeting will be held tonight with residents in the Quarterpath neighborhood.

National Association of Workforce Boards: Mr. Scruggs reported about the classes he recently attended were very helpful. Peter Walentisch also helped him to understand the issues. The Federal Government is beginning to understand how the labor work force involves the educational system.

Williamsburg Area Performing Arts Center: Mr. Freiling reported this group is finding the window of opportunity is tight for the third high school and progress is challenging.

SCHEDULE OF MEETINGS: March 2005

Council members received a copy of the meeting calendar for March. Mr. Tuttle pointed out that the Budget Work Sessions to be held March 21 and 22, at 5:00 p.m.

OPEN FORUM

Mayor Zeidler opened the comment session.

No one wished to speak. The session was closed.

The meeting adjourned at 4:45 p.m.

Approved: April 14, 2005
Shelia Y. Crist
Clerk of Council

Jeanne Zeidler
Mayor